

**What is claimed is:**

1. A tape measure comprising:

a housing having a top wall and a bottom wall separated by a first spaced end wall and a second spaced end wall;

an opening disposed in said first spaced end wall;

a tape having a top side and a bottom side, said tape comprising an extendable length of substantially strong and durable, yet bendable material retractably disposed within said housing, said tape including an attachment end and a terminal end;

said tape being normally, retractably stored in said housing with said attachment end fixedly secured within said housing and said terminal end protruding through said opening and being at all times exteriorly accessible of said opening;

said terminal end having an upper flange and a lower flange, said upper flange extending upwardly and said lower flange extending downwardly from said tape and positioned substantially perpendicular to said tape, and

said top side and said bottom side having identical graduated indicia extending along substantially the entire length of said tape, said indicia comprising a measuring scale.

2. A tape measure according to claim 1, further comprising an attachment clip.

3. A tape measure according to claim 1, wherein said graduated indicia are marked in 1/16 inch increments.

4. A tape measure according to claim 1, wherein the top side and bottom side of said tape are planar.

5. A tape measure according to claim 1, wherein the top side and bottom side of said tape are arcuate in cross section.